

# Virginia Association of Counties

## 2005 Achievement Award

for an Innovative County Program  
presented to

## Fauquier County

Buy Local Campaign: "Shop Here Fauquier"

  
President

  
Executive Director



## *2005 Achievement Awards*

### *Fauquier County Community/Economic Development*

#### *"Buy Local" Campaign Initiative*

The Fauquier County Board of Supervisors adopted a priority to create and implement an aggressive buy local campaign in 2004. The focus of the campaign is to encourage local spending among residents, businesses and government and to stress the importance of purchasing goods and services locally.

To implement the goals, strategic community partnerships were developed. A "Shop Here Fauquier" brand and logo were developed to market the initiative. Key websites were linked to enhance the effectiveness of information to residents and businesses. A shopping survey was conducted in partnership with a local newspaper and the results analyzed.

The campaign resulted in a better understanding of resident needs and buying patterns. It also created strong partnerships that encourage local purchasing. The website links provide easy access to local products and services. The initiative created an economic process understood by residents, businesses and local governments. There's a clear understanding of local and state procurement policies and laws.

This user-friendly marketing/promotion campaign can be used by any community to educate residents on why buying locally helps businesses and the entire community.

Contact: Talmage Reeves, Director of Economic Development  
talmage.reeves@fauquiercounty.gov, (540) 349-1231